



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Ulrika Holmberg

Department of Business Administration
Marketing
031-786 5606
0766-185606
ulrika.holmberg@gu.se



Academic degrees

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| 2004 | Ph.D., Business Administration, speciality in Marketing, University of Gothenburg |
| 1994 | Licentiate, Business Administration, speciality in Marketing, University of Gothenburg |
| 1990 | Bachelor, Business Administration, speciality in Marketing, University of Gothenburg |

Positions within academia:

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| | Director, Centre for Consumer Research, CFK, University of Gothenburg |
| 2016 - 2016 | Guest, University of Helsinki |
| 2015 - 2015 | Guest, University of Helsinki |
| 2012 | Deputy Director, Centre for Retailing, University of Gothenburg |

Main research fields:

Consumer behaviour, Culture of consumption, Consumption trends, Consumer marketing, Consumer retailing

Main teaching fields:

Consumer behavior, Marketing, Retail marketing

Academic experience

Research projects:

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| 2018 - 2020 | Det nya matlandskapet - Äldres inträde på den digitaliserade matmarknaden |
| 2018 - 2020 | Parking norms and mobility services for sustainable mobility |
| 2017 - 2019 | More effective recycling of batteries with consumers in focus - phase II |
| 2016 - 2018 | Hur viktig är hållbarheten för de som flyttar till brf Viva? |
| 2015 - 2016 | Medialiserad shopping - hur smartphones förändrar kunders shoppingvanor |
| 2014 - 2016 | More effective recycling of batteries with consumers in focus |
| 2010 - 2014 | Consumer Logistics |

Head of research project:

- 2018 - 2020 Det nya matlandskapet - äldres inträde på den digitaliserade matmarknaden
- 2016 - 2018 Hur viktig är hållbarheten för de som flyttar till brf Viva?

International research projects:

- 2010 - 2014 Consumer Logistics, Daniel Normark, Centre for Consumer Science at School of Business, Economics and Law, University of Gothenburg Helene Brembeck, Centre for Consumer Science at School of Business, Economics and Law, University of Gothenburg Niklas Hansson, Centre for Consumer Science at School of Business, Economics and Law, University of Gothenburg Johan Hagberg, Centre for Retailing/Department of Business Administration at School of Business, Economics and Law, University of Gothenburg Franck Cochoy, CERTOP, University of Toulouse II Roland Canu, CERTOP, University of Toulouse II Cederic Calvignac, CERTOP, University of Toulouse II Michele Lalanne, University of Toulouse II Tim Dant, University of Lancaster Eric Laurier, University of Edinburgh
- 2009 - 2010 Global Study of Sustainable Lifestyles, GSSL. United Nations Environmental Programme, UNEP, Niklas Hansson, Centre for Consumer Science at School of Business, Economics and Law, University of Gothenburg Fabienne Pierre, United Nations Environmental Programme, UNEP Involved researchers from Egypt, Ethiopia, Lebanon, South Africa, Turkey, Australia, India, Japan, New Zealand, Philippines, Vietnam, Canada, Portugal, UK, Sweden, USA, Argentina, Brazil, Colombia, Mexico, but we met only once - at a conference at UNEP in Paris October 2009.

Supervision of PhD students:

- 2011 - Magnus Roos, University of Gothenburg (Co-supervisor)
- 2010 - 2012 Marcus Gianneschi, University of Gothenburg (Co-supervisor)
- 2010 - 2012 Christopher Pihl, University of Gothenburg (Co-supervisor)

Reviewer assignments:

Journal of Retailing and Consumer Services, Qualitative Market Research - An international Journal, International Journal of Retail and Distribution Management, Journal of Retailing and Consumer Services, Journal of Retailing and Consumer Services, Scandinavian Journal of Management

Academic assignments:

- 2013 Anonymous Reviewer for application to Research foundation

Arranging conference, symposium, seminar or workshop:

- 2016 NCCT Workshop, 2016-10-2 - 2016-10-4
- 2012 2nd Nordic Conference on Consumer Research, 2012-05-30 - 2012-06-01
- 2011 CFK 10 yrs, 2011-05-04
- 2010 2nd Nordic Retail and Wholesale Conference, 2010-11-10 - 2016-11-11

Awards, distinctions or commissions of trust:

- 2015 Member of steering committee, Gothenburg Fair Trade City

Pedagogical training:

- 2010 Supervision in research education (supervision of PhD candidates)
2004 Högskolepedagogik 10p

Pedagogical projects and development:

- 2014 Testing and evaluating tools for digital examination

International academic experience:

- 2017 - 2018 Professor in Sociology

Other experience

Experience outside of academia within field:

- 2007 - 2007 Secretariat to Research council, Swedish consumer agency

Participation in media:

- 2017 Several interviews for radio and newspapers
2016 Participated in discussion in radio show on digitalisation of retailing (Ekonomiekot Lördag)
2016 Interviewed in radio on consumption trends (P5 Stockholm)
2016 Interviewed in radio on compulsory shopping (P4 Dalarna)
2016 Interviewed for business article by news agency on shopping and sustainability (TT Näringsliv)
2015 Interviewed in TV news on shopping with smartphones (TV4 Nyheter)
2015 Interviewed for articles series on discount shopping (Svenska Dagbladet)
2014 Interviewed for articles series on consumption, luxury and sustainability (DN)
2008 Interviewed in TV (Plus) on discounts in stores

Participation in public seminars:

- 2014 Konsumenters shoppinglogistik, Vetenskapsfestivalen, University of Gothenburg
2013 Consumer logistics, Handelshögskolans dag, University of Gothenburg
2013 Konsumentlogistik, Centre for retailings frukostworkshop, University of Gothenburg
2009 Global study of sustainable lifestyles, Handelshögskolans dag, University of Gothenburg

Other experience:

- 2016 Commissioned research for Riksbyggen
2013 Commissioned research for Swedish Consumer Agency
2012 Commissioned research for Swedish Consumer Agency
2012 Commissioned research for Swedish Standards Consumers & Workers Council (within SIS)
2011 Commissioned research for Swedish Consumer Agency
2010 Commissioned research for Swedish Consumer Agency
2009 Commissioned research for Swedish Consumer Agency
2007 Commissioned research for Swedish Consumer Agency
2006 Commissioned research for Swedish Consumer Agency

Publications

Journal article (peer-reviewed)

Hagberg, Johan, Holmberg, Ulrika (2017) Travel modes in grocery shopping. *International Journal of Retail & Distribution Management*, 45:9, p. 991-1010.

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*,

Holmberg, Ulrika, Autio, Minna, L ahteenmaa, Jaana, Kujala, Jukka (2016) Young consumer identity in a restrictive school environment — Addictive substances, symbolic goods and consumer skills. *Children and youth services review*, 68, p. 100-106.

Holmberg, Ulrika (2013) K oprandans oundb arligheter. Om minimalistisk b arologi. *Kulturella perspektiv - Svensk etnologisk tidskrift*, 22:3-4, p. 42-45.

Book chapter

Holmberg, Ulrika (2018) Mobilen och matbutiken. När, var, hur?. In *Framtidens fysiska butik. Digitalisering, upplevelser och hållbarhet*, p. 17-23. Lund : Handelsrådet & Centrum för handelsforskning vid Lunds universitet.

Roos, Magnus, Holmberg, Ulrika (2016) Svenska Konsumtionstrender. In *i Bergström, A. & Haring, N. Hållbarhetens horisont*, Göteborg : SOM-institutet.

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

Roos, John Magnus, Holmberg, Ulrika (2012) Personlighetstyper och köpvanor. In *I framtidens skugga. 42 kapitel om politik, medier och samhälle*, p. 335-346. Göteborg : University of Gothenburg.

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

Holmberg, Ulrika, Hansson, Niklas (2011) Skilled, Sensitive and Sustainable: The Swedish Case. In *United Nations Environment Programme, Task Force on Sustainable Lifestyles (eds.) Visions for Change - Recommendations for Effective Policies on Sustainable Lifestyles*, p. 92-98. Paris : United Nations Environment Programme.

Roos, John Magnus, Holmberg, Ulrika (2011) För hvad pris som helst. In *Lycksalighetens ö. Redaktörer: Sören Holmberg, Lennart Weibull och Henrik Oscarsson*, p. 365-376. Göteborg : University of Gothenburg.

Holmberg, Ulrika, Roos, John Magnus (2010) Konsumera mera? Konsumenternas roll efter den ekonomiska krisen. In *Nordiskt ljus*, p. 329-339. Göteborg : SOM-institutet, Göteborgs universitet..

Holmberg, Ulrika, Hansson, Niklas, Roos, John Magnus (2010) Klass och konsumtion. In *En fråga om klass - levnadsförhållanden, livsstil, politik*, p. 143-157. Malmö : Liber.

Holmberg, Ulrika, Petersson McIntyre, Magdalena, Brodin, Maria, Gianneschi, Marcus (2009) Nedslag i konsumtionskulturen. In *Sören Holmberg och Lennart Weibull (red.) Svensk höst. Trettiofyra kapitel om politik, medier och samhälle*, p. 77-92. Göteborg : SOM-institutet, Göteborgs universitet.

Adolfsson, Petra, Holmberg, Ulrika, Jönsson, Sten (1998) Short-termism does not seem to effect decisions i Swedish industry on Research & Development - yet. In *Corporate governance, accountability and pressure to perform. An international study. Demirag, Istemi (red)*, Greenwich, Connecticut. : JAI Press.

Adolfsson, Petra, Holmberg, Ulrika, Jönsson, Sten (1998) Shortermism does not effect decisions in Swedish industry on Research & Development - yet. In *Demirag, I. (ed.) Corporate Governance, Accountability and Pressures to Perform: An International Study*, Greewich : JAI Press.

Doctoral thesis

Holmberg, Ulrika (2004) *Nöjd och trogen kund? Konsumenters lojalitet mot dagligvarubutiker*. Doct. thesis, Göteborg: BAS Publisher.

Licentiate thesis

Holmberg, Ulrika (1994) *Konsumenters tillfredsställelse med butiker i tre branscher*. Lic. thesis, Göteborg: Söderbergsinstitutet för Handelsforskning.

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*.

Holmberg, Ulrika, Hillén, Sandra (2018) Constructing a sustainable future. *Nordic Conference on Consumer Research, Vaasa, 12-14 June, 2018*.

Holmberg, Ulrika, Hartmann, Benjamin J. (2016) MEDIATIZED SHOPPING – how smart phones enable and hinder shopping practices and experiences in grocery stores. *Nordic Conference on Consumer Research, May 18-19 2016, School of Business and Social Science, Aarhus University, Denmark*.

Holmberg, Ulrika, Hartmann, Benjamin J. (2016) (C)APP-ability – How smart phones shapes shopping practices and shopping experiences in grocery stores. *Nordic Retail and Wholesale Conference (NRWC), Nov. 8-10 2016, School of Business and Social Science, Aarhus University, Denmark*.

Holmberg, Ulrika, Zapata Campos, María José, Åberg, Helena (2015) Hide and seek - What enables and hinders households' battery recycling?. *Paper presented at 23:rd Nordic Academy of Management Conference (NFF) in Copenhagen, August 12-14*.

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*.

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*.

Hansson, Niklas, Holmberg, Ulrika (2010) Understandings of sustainability among young professionals in Sweden. *The Roots and Fruits of the Nordic Consumer Research (eds) Pirjo Laaksonen & Henna Jyrinki*.

Holmberg, Ulrika, Mankila, Merja (2007) The consumer and the conglomerate - Consumers perceptions of retailers' and insurance companies' banks. *Proceedings of the Nordic Consumer Policy Research Conference 2007*.

Holmberg, Ulrika (2005) Faithful and Satisfied? Consumers' Loyalty to Grocery Stores. *European Advances in Consumer Research Conference, Göteborg, June 14-17*.

Holmberg, Ulrika (2005) Faithful and Satisfied? Consumers' Loyalty to Grocery Stores. *European Marketing Academy Conference, Milan, May 24-27*.

Holmberg, Ulrika (2005) Faithful and Satisfied? Questioning the notion of customer loyalty . *Scandinavian Academy of Management (NFF) Conference, Aarhus, August 18-20.*

Holmberg, Ulrika (2003) Buying all One's Groceries in One Single Store? Consumers' Perceptions of Perfect Loyalty. *17th Nordic Conference on Business Studies, paper accepterat för presentation i Reykjavik, augusti.*

Holmberg, Ulrika (2001) Konsumenters tankar kring den lojala dagligvarukunden. *Presenterat vid den 16:e Nordiska Företagsekonomiska ämneskonferensen i Uppsala 2001.*

Holmberg, Ulrika (1998) Store loyalty: a consumer- and a store perspective. *Presenterat vid 11th EMAC Doctoral Colloquium. Stockholm, maj.*

Holmberg, Ulrika (1998) Store loyalty: a consumer- and store perspective - A doctoral reserch project. *Presenterat vid 5th international conference on Recent Advances in Retailing and Services Science, Baveno, Italy, augusti.*

Holmberg, Ulrika, Nilsson, G. (1991) Customer Satisfaction - A Study of How to Get Satisfied Customers in Retailing. . *The 20th European Marketing Academy Conference, EMAC, working paper accepterat för presentation i Dublin, maj.*

Holmberg, Ulrika, Nilsson, G., Mårtenson, Rita, Ossiansson, Eva (1991) Customers' Perceptions of Service in Retailing. *The 6th World Conference on Research in the Distributive Trades, paper accepterat för presentation i Haag, juli.*

Ossiansson, Eva, Mårtenson, Rita, Nilsson, G., Holmberg, Ulrika (1991) Brand Switching Due to Coupon Use in Food Retailing Among Price and Health Oriented Consumers. *The 6th World Conference on Research in the Distributive Trades, paper accepterat för presentation i Haag, juli.*

Report

Rydén, Bo, Sköldberg, Håkan, Ludvig, Kjerstin, Göransson, Anders, Johnsson, John, Williamsson, Jon, Holmberg, Ulrika, Schaad, Gabriela (2017) *Vår gemensamma värmemarknad, Slutrapport, Etapp 2.* Mölndal: PR-Offset.

Ludvig, Kjerstin, Göransson, Anders, Johansson, Johan, Rydén, Bo, Sjöldberg, Håkan, Holmberg, Ulrika (2017) *Kunden på värmemarknaden.*

Berndt, Adele, Holmberg, Ulrika, Jafari, Hamid, Hartmann, Benjamin, Ots, Mart (2017) *Mobilapplikationer inom dagligvaruhandeln.* Stockholm: Handelsrådet.

Holmberg, Ulrika, Zapata Campos, María José, Åberg, Helena (2016) *Hide and seek - What enables and hinders households' battery recycling?.* Göteborg: University of Gothenburg.

Roos, John Magnus, Wenzer, Jakob, Holmberg, Ulrika (2012) *Lobbying, konsensus och egenintresse. Användarrepresentanters upplevelser av standardiseringsprocessen.* Göteborg: University of Gothenburg.

Roos, John Magnus, Hansson, Niklas, Holmberg, Ulrika (2010) *Konsumenters information om och val av leverantörer på sex omreglerade marknader - fast telefoni, mobil telefoni, bank, försäkring, el och tandvård.* Karlstad: Konsumentverket.

Mankila, Merja, Ekström, Karin M., Holmberg, Ulrika, Facht, Ulrika, Harrie, Eva, Jonsson, Lena, Berg, Christina (2008) *Konsumtionsrapporten 2008: upplaga 2.* Göteborg: Centrum för konsumtionsvetenskap.

Ekström, Karin M., Holmberg, Ulrika, Ossiansson, Eva (2007) *Marknadsföringsforskning om konsumenter och konsumtion.* Göteborg: CFK.

Holmberg, Ulrika, Brembeck, Helene, Hedesström, Martin, Bergström, Annika, Shanahan, Helena, Jakobsson, Cecilia, Ekström, Karin M., Jonsson, Lena, Berg, Christina (2007) *Konsumtionsrapporten - konsumtionen 2005*. Göteborg: Centrum för konsumtionsvetenskap

Holmberg, Ulrika, Steingrimsdottir, H., Svensson, Å. (2006) *Konsumenters köp av ekologisk mat – en forskningsöversikt*.

Holmberg, Ulrika, Ejdeholm, Carina (2006) *Konsumtionsforskningens inriktningar och förutsättningar - en studie av FIK-nätverket*.

Adolfsson, Petra, Holmberg, Ulrika, Ask, Urban, Jönsson, Sten (1999) *Corporate Governance in Sweden - A Literature Review*.

Adolfsson, Petra, Holmberg, Ulrika, Jönsson, Sten (1995) *Short-termism does not seem to effect decisions in Swedish industry on Research & Development - yet*. Göteborg: GRI.

Bragd, Annica, Holmberg, Ulrika, Wolff, Rolf (1995) *Handelns utmaningar - en introduktion. En skrift gjord på uppdrag av Arbetslivsfonden*.

Adolfsson, Petra, Bragd, Annica, Holmberg, Ulrika, Wolff, Rolf (1994) *Handeln i Göteborg*. Göteborg: Gothenburg Research Institute.

Bragd, Annica, Holmberg, Ulrika, Wolff, Rolf (1994) *Handelns utmaningar - en introduktion. En skrift gjord på uppdrag av Arbetslivsfonden*. Arbetslivsfonden.

Holmberg, Ulrika (1993) *Svenska konsumenters tillfredsställelse med dagligvarubutiker*. Göteborg: Söderberginsitutet för Handelsforskning.

Holmberg, Ulrika (1993) *Svenska konsumenters tillfredsställelse med klädbutiker*. Göteborg: Söderberginsitutet för Handelsforskning.

Holmberg, Ulrika (1993) *Svenska konsumenters tillfredsställelse med möbel- & inredningsbutiker*. Göteborg: Söderberginsitutet för Handelsforskning.

Holmberg, Ulrika, Nilsson, G. (1992) *Konsumenttillfredsställelse: En förstudie om varför konsumenter är nöjda/missnöjda med dagligvarubutiker*. Göteborg: Söderberginsitutet för Handelsforskning.

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.

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

Holmberg, Ulrika (ed.) (2009) *Konsumtionsrapporten 2009*. Göteborg: Centrum för konsumtionsvetenskap.