



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Jonas Nilsson

Department of FEK
Marketing
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Academic degrees

2010	Ph.D., Business Administration/Marketing, Umeå university
2007	Licentiate, Business Administration/Marketing, University of Gothenburg
2002	Master, Business Administration/Marketing, Stockholm University
2001	Bachelor, Business Administration/Marketing, Dalarna University
2001	Bachelor, Business Administration/Marketing, Lakehead University, Thunder bay, ON, Canada

Positions within academia:

2010 - 2013	Senior lecturer (lektor), Umeå University
2007 - 2010	Doctoral student, Umeå university
2003 - 2004	Lecturer (adjunkt), Dalarna University

Main research fields:

Consumer behavior, Financial services, Sustainable Marketing, Corporate Social Responsibility, Socially Responsible Investment

Main teaching fields:

Marketing,

Academic experience

Supervision of PhD students:

2015 - 2019	Misty Rawls, University of Gothenburg (Co-supervisor)
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Reviewer assignments:

Journal of Financial Services Marketing, Journal of Business Ethics, Journal of Financial Services Marketing, Journal of Financial Services Marketing, Journal of Economic Psychology, Business Ethics: A European Review, Journal of Business Ethics, Journal of Financial Services Marketing, Sustainable Development

Academic assignments:

2013 -	Journal of Financial Services Marketing (Member of editorial board)
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Pedagogical training:

2017	Högskolepedagogik 3: Självständigt arbete
2011	Högskolan som pedagogisk arbetsplats
2011	Handledning av doktorander
2008	Läraryrollen
2008	Lärandemiljön

Other experience

Other experience:

2016	Naturskyddsföreningen - Dubbelt så grön
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Publications

Journal article (peer-reviewed)

Hauff Carlsson, Jeanette, Nilsson, Jonas (2017) The impact of country-of-origin cues on consumer investment behavior: The moderating influence of financial brand strength and investment management style. *European Journal of Marketing*, 51:2, p. 349-366.

Jansson, Johan, Nilsson, Jonas, Modig, Frida, Hed Vall, Gabriella (2017) Commitment to Sustainability in Small and Medium-Sized Enterprises. *Business Strategy and the Environment*, 26:1, p. 69-83.

Sandberg, Joakim, Nilsson, Jonas (2015) Do ethical investors want purity or effectiveness? An exploratory study on the ethical preferences of mutual fund investors. *Journal of Financial Services Marketing*, 20:1, p. 34-45.

Nilsson, Jonas, Jansson, Johan, Isberg, Sofia, Anna-Carin, Nordvall, Nordvall, Anna-Carin (2014) Customer satisfaction with socially responsible investing initiatives. *Journal of Financial Services Marketing*, 19:4, p. 265-276.

Nilsson, Jonas, Nordvall, Anna-Carin, Isberg, Sofia (2010) The information search process of socially responsible investors. *Journal of Financial Services Marketing*, 15:1, p. 5-18.

Nilsson, Jonas (2009) Segmenting socially responsible investors. *International Journal of Bank Marketing*, 27:1, p. 5-31.

Nilsson, Jonas (2008) Investment with a conscience. *Journal of Business Ethics*, 83:2, p. 307-325.

Book chapter

Nilsson, Jonas (2015) Stakeholders of responsible investment: retail investors. In *In Hebb, T, Hawley, J.P., Hoepner, A.G.F, Neher, A.L., & Wood, D. (Ed) The Routledge Handbook of Responsible Investment*, p. 485-493. New York, NY : Routledge.

Nilsson, Jonas (2014) Marketing challenges and strategies for socially responsible investment initiatives. In *The Routledge companion to financial services management / edited by Tina Harrison and Hooman Estelami*, p. 506-519. Abingdon, Oxon : Routledge.

Nilsson, Jonas (2014) The Preferences of Beneficiaries: What Can We Learn from Research on Retail Investors?. In *In Hawley, J.P., Hoepner, A, Johnson, K.L., Sandberg, J. & Waitzer, E.J. (Eds.) Cambridge Handbook of Institutional Investment and Fiduciary Duty*, Cambridge : Cambridge University Press.

Nilsson, Jonas (2012) Göra gott eller förvänta sig bättre avkastning?. In *Ansvarsfulla investeringar : Om fonder, etik och hållbarhet*, p. 24-25. Värnamo : Brasel Publishing.

Nilsson, Jonas (2011) Varför fondsparare väljer SRI-fonder. In *Hållbar utveckling : från risk till värde*, p. 93-100. Lund : Studentlitteratur.

Jansson, Johan, Nilsson, Jonas (2010) Corporate citizenship and the citizen consumer. In *Corporate social responsibility : Challenges and practices*, Stockholm : Santérus Academic Press.

Doctoral thesis

Nilsson, Jonas (2010) *Consumer decision making in a complex environment*. Doct. thesis, Umeå: Umeå School of Business, Umeå University.

Licentiate thesis

Nilsson, Jonas (2007) *Socially Responsible Investment in a Consumer Behavior Perspective* . Lic. thesis, Göteborg: University of Gothenburg.

Conference paper

Nilsson, Jonas, Hauff, Jeanette, Carlander, Anders (2017) How does the price-cue impact perceived financial quality of mutual funds. *Presented at the 46th European Marketing Academy Conference (EMAC), Groningen, The Netherlands, May 24-26, 2017.*

Hauff Carlsson, Jeanette, Nilsson, Jonas (2015) The Impact of Country-of-Origin on Investor Evaluation of the Financial Quality of Mutual Funds. *The 44th European Marketing Academy Conference (EMAC), Leuven, Belgium, May 26-29, 2015.*

Aagerup, Ulf, Nilsson, Jonas (2015) Self-enhancing green consumer behavior. *The 10th annual Global Brand Conference, Turku, Finland, April 27-29.*

Jansson, Johan, Nilsson, Jonas, Modig, Frida, Hed Vall, Gabriella (2014) Commitment to sustainability in small and medium-sized enterprises: The influence of market and entrepreneurial orientations. *43rd European Marketing Academy Conference (EMAC), Valencia, Spain, June 3-6.*

Jansson, Johan, Nilsson, Jonas, Modig, Frida, Hed Vall, Gabriella (2014) Commitment to sustainability in small and medium-sized enterprises. *In Proceedings of the 43rd European Marketing Academy Conference (EMAC), June 3-6, Valencia, Spain.*

Jansson, Johan, Nilsson, Jonas (2012) Understanding consumer loyalty to socially responsible investment funds. *In Proceedings of the 18th Annual International Sustainable Development Research Conference (AISDRS), June 24-26, Hull, UK.*

Nilsson, Jonas, Jansson, Johan (2010) Consumer investments in socially responsible mutual funds. *In Proceedings of the ANZMAC Annual Conference (Australian and New Zealand Marketing Academy), 29 November-1 December, Christchurch, New Zealand.*

Jansson, Johan, Nilsson, Jonas (2006) What does Corporate Citizenship have to do with the consumer?. *In Proceedings of the Nordic Academy of Management Conference : Perspectives on Corporate Responsibility and Sustainability, 16-18 March, Umeå, Sweden.*

Report

Nilsson, Jonas, Sandberg, Joakim (2017) *Om konsumenters möjlighet att välja hållbara investeringar: En analys av utmaningar och förslag av åtgärder.* Konsumentverket. *Rapport 2017:5.*

Other publication

Nilsson, Jonas, Jansson, Johan, Isberg, Sofia, Nordvall, Anna-Carin (2010) Determinants of customer satisfaction with socially responsible investments.