

# CURRICULUM VITAE

Updated 2021-12-07

## PERSONALIA

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Herman Ivar Stål, 770713-0436

Fiancé for 21 years, two children (Mina, 20 and Alice, 5).

## WORK ADDRESS

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Gothenburg School of Business, Economics and Law  
Gothenburg University  
SE-405 30 Gothenburg, Sweden

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## ACADEMIC DEGREES

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- 2018-05      **Docent/Associate Professor**, Business Administration, Umea University
- 2014-06      **Doctor of Philosophy**, Business Administration, Umea School of Business and Economics (USBE), Umeå University  
*Title:* Inertia and practice change related to greenhouse gas emissions essays on institutional entrepreneurship and translation in Swedish agri-food  
*Advisors:* Karl Johan Bonnedahl, Jessica Eriksson  
*Opponent:* Peter Dobers, Mälardalen University
- 2005-08      **Master of Science**, Management, Business Administration, Stockholm School of Economics
- 1998-06      **Psychology**, 60 ECTS, Uppsala University

## CURRENT POSITION

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- 2020-01-01-    **Senior lecturer**  
School of Business, Economics and Law, University of Gothenburg, Sweden

## LEAVES

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- 2017-2022      20-25 % leave of absence for parenting
- 2017-03-      **Parental leave**

7 months with Alice

## WORK EXPERIENCE/OTHER ASSIGNMENTS

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- 2015-2020 Senior lecturer  
Umeå School of Business and Economics, Umeå University, Sweden
- 2019- SWEDISH DOWN SYNDROME ASSOCIATION, Board member  
Research & Knowledge Development.
- 2014-2015 Senior lecturer (temporary), Umea School of Business and Economics
- 2009-2014 PhD student, Umea School of Business and Economics
- 2008 IDEELL ARENA (Analyst)

## ACADEMIC ASSIGNMENTS & ACHIEVEMENTS

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- 2018 **Umea School of Business, Economics and Statistics**, Research award  
10000 SEK
- 2017 **Umea municipality Scientific Prize** 50000 SEK
- 2006 **Folke Kristensson award**  
Outstanding Master thesis in Business and Administration, Stockholm  
School of Economics

### Stipends/grants

- 2016 Handelsbanken Forskarutbyte och spridning av resultat (140 000 SEK)
- 2015-2018 Wallander (1,5 MSec)
- 2015 WennerGren (6000 SEK)
- 2013 Kempe travel grant (8000 SEK)
- 2011-2013 Kempe foundation (12000 SEK, 10000 SEK, 8000 SEK)
- 2012 Västerbotten Länsförsäkringar (12000 SEK)

### Successful applications

- 2021 Bengtsson, **Stål** & Manszhynski *Utveckling och implementering av affärsmodeller för mobilitetshubbar i nya bostadsområden*, FORMAS, 3 MSec
- 2019 **Stål**, *Förändringar i erbjudanden om fosterdiagnostik inriktad mot Downs syndrom – en studie av svenska landstings och regioners beslutsfattande*, Stiftelsen Sävstaholm, 382 526 SEK
- 2019 **Stål**, Babri & Corvellec, *Relationer i cirkulära affärsmodeller*, FORMAS, 2,9 MSec
- 2016 Bonnedahl & **Stål**, *Social innovation för hållbar utveckling: Affärsmodeller som möjliggörare*, Industrial Doctoral School for Research and Innovation, Umea University (1 Industrial PhD student) 1,5 MSec

- 2016 Bengtsson & **Stål**, *Vilken roll spelar externa relationer för utvecklingen av innovativa affärsmodeller – hållbarhet inom energisektorn*, Industrial Doctoral School for Research and Innovation, Umea University (1 Industrial PhD student) 1,5 M\$ek
- 2015 Johansson, **Stål** m fl. + *project*, EU regional development fund.
- 2015 Bengtsson & **Stål**, *Business model and cooperation for eco-innovation support: The case of digital manufacturing*, Kamprad (program) 4 M\$ek

### Work with doctoral students

- 2022 **Examiner** Albin Skog, Stockholm School of Economics, final seminar
- 2020 **Examiner** Maxim Vlasov, USBE, final seminar
- 2019 **Faculty examiner:** Koroschetz, B., *Exploring the (re-)configuration of environmentally unsustainable practices: Antifouling in the Baltic Sea*, Gothenburg School of Business and Law, Dissertation
- 2018 **Examiner** Sofia Långström, USBE, Research Proposal
- 2018-2022 **Supervisor** (main) Sergio Alves
- 2017-2022 **Supervisor** (assistant) Serg Manzhynski, Ivan Riumkin and Lucas Haskell
- 2017- **PhD courses** (design/teaching): *Sustainability and Sustainable Development for Business studies* 7,5 ECTS; *Business Models in Different Contexts* 7,5 ECTS; *Organizational Institutionalism* 7,5 ECTS
- 2016 **Examiner** Jan Abrahamsson, USBE, final internal dissertation seminar
- 2010 **Examiner** Malin Näsholm, USBE, final internal dissertation seminar

### Visiting scholar periods

- 2016 Stanford, 5 months, visiting scholar.

### Assignments

- 2016-2020 **Research Director**, Research Institute for Sustainability and Ethics in Business and Sustainability (RiseB)
- 2019-2020 **Section coordinator** (Entrepreneurship)
- 2015-2016 **Equal opportunities**-representative USBE
- 2015 Responsible Research writing group
- 2011-2014 **PhD representative**
- 2011-2014 **Board member** USBE

### Work with journals

- 2022- Reviewer Scandinavian Journal of Management
- 2022- Reviewer The international review of retail, distribution and consumer research
- 2018- Reviewer Business & Society
- 2014- Reviewer Organization & Environment
- 2016- Reviewer Journal of Cleaner Production
- 2016- Reviewer Sustainability
- 2016 Reviewer Innovation: Management, Policy and Practice
- 2015 Reviewer International Journal of Emerging Markets

2015	Reviewer AMBIO
2014-2015	Reviewer International Journal of Managing Projects in Business
2011	Reviewer Journal of Change Management

## TEACHING

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### ***Pedagogical qualification***

2017- *Qualified teacher* at Umea University

### ***Pedagogical training***

2018 Post-graduate supervision in practice, Pedagogical course, Umea University  
 2009-2014 University pedagogical courses, Umea university, 7,5 ECTs

### ***Courses***

2022 *Master thesis in management* (5)  
 2021 *Preparing for leadership* (170 h) Master level, course responsible  
 2021 *Foundations of management* (80 h) Master level  
 2021 *Master thesis in management* (5)  
 2020 *Bachelor thesis management* (3)  
 2020 *Preparing for leadership* (170 h) Master level, course responsible  
 2019 *Social and Environmental Entrepreneurship* (80 h) course responsible  
 2019 *New Venture Creation* (30 h)  
 2019 *Strategizing in Business Development* (40h), Master-level  
 2018 *Social and Environmental Entrepreneurship* (70 h), course responsible  
 2018 *Strategizing in Business Development* (100 h), Master-level, course responsible

2017 *Social and Environmental Entrepreneurship* (80 h), course responsible  
 2017 *Strategizing in Business Development* (100 h), Master-level, course responsible

2016 *Introduction to business and business development* (120 h), online course.  
 2015 *Social and environmental entrepreneurship* (130 h)  
*Strategic Business Development*, Master-level, course responsible (105 h)  
*Thesis supervision*, 3 bachelor theses (78 h)  
*Entrepreneurship and Enterprise Resource Planning Systems B*, (app. 55 students) (10 h)

2009-2014 Course responsible 10 different bachelor level entrepreneurship, business development and organization courses (1500 h)

## PROFESSIONAL SERVICES

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### **Business**

2011-2016 Jury member/examiner Venture Cup

2007- Owner and founder of Herman Stål (private firm)

## Civil society

- 2019- SWEDISH DOWN SYNDROME ASSOCIATION, Board member  
Research & Knowledge Development
- 2008 Advisor, analyst IDEELL ARENA (management education/think tank)

## REFERENCES

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Maria Bengtsson, professor Umea School of Business, Economics and Statistics,  
[Maria.Bengtsson@umu.se](mailto:Maria.Bengtsson@umu.se); phone: +46 (0)90- 786 61 61

Hervé Corvellec, professor Lund University,  
[herve.corvellec@ism.lu.se](mailto:herve.corvellec@ism.lu.se); phone: +46 (0)42- 35 66 03

## PUBLICATIONS

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### Books and book chapters

**Stål, H.I.**, (In press) Circular fashion: Moral effects and ethical implications. In Wallenberg, L., Kollnitz, A, (Eds.) *Fashion Ethics and Aesthetics*, Bloomsbury.

Corvellec, H., Babri., M., **Stål, H.I.**, (2020) Putting Circular Ambitions into Action: The case of Accus, a small Swedish Sign Company. In Brandão, M., Lazarevic, D., Finnveden, G, (Eds.) *Handbook of the Circular Economy*. Edgar Elgar Publishing Ltd. pp. 266-277.

Jansson, J. Eckerberg, K. Nilsson, J. and **Stål, H.I.** (2020) *Perspectives on sustainability in Sweden: Stuck between two paradigms*. In Grapp, E., Ingólfssdóttir, A., Lau, Olfjord (Eds.) *The Future of the North – Sustainability in Nordic Countries*, Metropolis Verlag. pp. 167-216.

**Stål, H.I.** (2018) Business models based on strong sustainable entrepreneurship. In Bonnedahl, K.J. and Heikkurinen, P. (Eds.) *Strongly Sustainable Societies*. Earthscan-Routledge. pp. 153-171.

**Stål, H.I.** (2014) *Inertia and practice change related to greenhouse gas reduction – essays on institutional entrepreneurship and translation in Swedish agri-food*, Doctoral thesis, Umea School of Business and Economics, Umea, Sweden

*Includes peer-reviewed articles 1-4 (see below)*

### Work in progress

Stål, H.I. (1<sup>st</sup> review) Strongly Sustainable Entrepreneurship – implications from the Planetary Boundary Framework. *Entreprendre & Innover*

### Peer-reviewed journal articles

15. Haskell, L., Bonnedahl, K., & **Stål, H.I.** (2021) Social innovation related to environmental sustainability: A systematic literature review and a research agenda. *Journal of Cleaner Production*, 325 (ABS 2, ISI: 9.297)
14. Babri, M., Corvellec, H., **Stål, H.I.** (2022) Material affordances in the Anthropocene. *Culture and Organization*. 28(1), pp. 79-96 (ABS 2)
13. **Stål, H.I.**, Bengtsson, M., Manzhynski, M. (2022) Cross-sectoral collaboration in business model innovation for Sustainable Development– tensions and compromises. *Business Strategy & the Environment*. 31. pp. 445-463. (ABS 3, ISI: 10.302)
12. **Stål, H.I.**, & Corvellec, H., (2021) Organizing means-ends decoupling: Core-compartment separations in fast fashion. *Business & Society*. 00076503211001856 (ABS 3, ISI: 7.389)
11. **Stål, H.I.**, & Babri, M., (2020) Educational interventions for sustainable innovation in small- and medium sized enterprises. *Journal of Cleaner Production*. 243. 118554. (ABS 2, ISI: 9.297)
10. Corvellec, H., & **Stål, H.I.**, (2019) How qualifying take-back systems define the circular economy. *Scandinavian Journal of Management*. 35(3). 101046. (ABS 2, ISI: 2.433)
9. **Stål, H.I.** & Corvellec, H. (2018) A Decoupling perspective upon Circular Business Model implementation: illustrations from Swedish apparel. *Journal of Cleaner Production*. 171(January), pp. 630-645. (ABS 2, ISI: 9.297)
8. Corvellec, H. & **Stål, H.I.** (2017) Evidencing the waste effect of Product-Service-Systems (PSSs). *Journal of Cleaner Production*. 145(March), pp. 14-24. (ABS 2, ISI: 9.297)
7. **Stål, H.I.** & Jansson, J. (2017) Sustainable consumption and value propositions: Exploring Product-Service-Systems practices among Swedish fashion firms. *Sustainable development*. 25(6), pp. 546-558. (ISI: 6.159)
6. **Stål, H.I.** & Bonnedahl, K.J. (2016) Conceptualizing Strong Sustainable entrepreneurship. 2016. *Small Enterprise Research*. 23(1), pp. 73-84. (ABS 1)
5. **Stål, H.I.** (2015) Inertia and change related to sustainability – an institutional approach. *Journal of Cleaner Production*. 99(July), pp. 354-365. (ABS 2, ISI: 9.297)
4. **Stål, H.I.**, Bonnedahl, K.J. & Eriksson, J. (2015) Micro-level translation of GHG reduction – policy meets industry in the Swedish agricultural sector. *Journal of Cleaner Production*. 103(September), pp. 629-639. (ABS 2, ISI: 9.297)

3. **Stål, H.I.**, & Bonnedahl, K.J. (2015) Provision of climate advice as a mechanism for environmental governance in Swedish agriculture. *Environmental Policy and Governance*. 25, pp. 356-371. (ISI: 2.853)

2. **Stål, H.I.**, Bonnedahl, K.J., & Eriksson, J. (2014) The challenge of introducing low-carbon industrial practices: Institutional entrepreneurship in the agri-food sector. *European Journal of Management*, 32(2), pp. 203-215. (ABS 2, ISI: 2,985)

1. **Stål, H.I.** (2011) The relationship between emerging and prevailing institutional logics in an early stage of institutional entrepreneurship, *Journal of Change Management*, 11(4), pp. 421-443. (ABS 1)

#### **Peer-reviewed conference papers**

Stål, H.I., Bengtsson, M., & Manzhynski, S. (2021) Leadership in Cross-Sectorial Social Partnerships: A public-private homosocial example. Full paper. *Corporate Responsibility Research Conference (CRRC)*. Jerusalem, October (online)

Stål, H.I., Bengtsson, M., & Manzhynski, S. (2021) Making hash out of an elephant – Public-private Circular Business Model development. Short paper. *International conference New Business Model (NBM) 6<sup>th</sup>*. Halmstad, June (online)

Fünfshilling, L., & **Stål, H.I.** (2020) Innovation-as-maintenance – a new perspective on the relations between innovations and institutions. Full paper. 80<sup>th</sup> *Academy of Management (AOM) Meeting*, Vancouver, Canada

Manzhynski, S., Bengtsson, M., & **Stål, H.I.** (2020) Knowledge sharing for corporate sustainability – a system dynamics approach. Full paper. 80<sup>th</sup> *Academy of Management (AOM) Meeting*, Vancouver, Canada

Manzhynski, S., Bengtsson, M., & **Stål, H.I.** (2020) Dealing with the coopetition for sustainability paradox. Short paper. 36<sup>th</sup> *European Group of Organization Studies (EGOs) 2020 Colloquium*, Hamburg, July

Babri, M., Corvellec, C., & **Stål, H.I.** (2020) Material Affordances in the Circular Economy. Short paper. 36<sup>th</sup> *European Group of Organization Studies (EGOs) 2020 Colloquium*, Hamburg, July

Fünfshilling, L., & **Stål, H.I.** (2020) Innovation as institutional maintenance. Short paper. 16<sup>th</sup> *New Institutional Workshop*. University of Southern Denmark, Odense, Denmark.

**Stål, H.I.** (2019) Affordances of innovations – Towards an institutional understanding of material properties. Full paper. 35<sup>th</sup> *European Group of Organization Studies (EGOs) 2019 Colloquium*, Edinburgh, July.

**Stål, H.I.** (2019) Institutional maintenance when meanings remain contested – prenatal testing for Down Syndrome. Full paper. *35<sup>th</sup> European Group of Organization Studies (EGOs) 2019 Colloquium*, Edinburgh, July.

**Stål, H.**, (2019) Haunted by past motives – maintaining a controversial practice. Short paper. *15<sup>th</sup> New Institutional Workshop*. Uppsala University, Uppsala, Sweden.

Barbi, M., Corvellec, H., & **Stål, H.**, (2018) Power in the development of circular business models – an actor network theory approach. Full paper. *Corporate Responsibility Research Conference (CRRC)*, Devonshire Hall 10th-12th September 2018.

Goldenstein, J., Porschmann, P., & **Stål, H.I.** (2018) Decoupling between action and meaning – corporate communication in sin industries. Full paper. *34<sup>th</sup> EGOs 2018 Tallinn*.

Manzshynski, S., Bengtsson, M., & **Stål, H.I.** (2018) Knotted paradoxes in eco-innovation: a double trap or two needs with one deed? Full paper. *34<sup>th</sup> EGOs 2018 Tallinn*.

Manzshynski, S., Figge, F., Bengtsson, M., & **Stål, H.I.**, (2018) Why do some competitors collaborate for sustainability and others do not? Paradoxical tensions of co-competition for sustainability: an outcome perspective. Full paper. *34<sup>th</sup> EGOs 2018 Tallinn*.

Riumkin, I., Bengtsson, M., & **Stål, H.I.** (2018) Conceptualizing shared sustainable business models – illustrations from Swedish energy. Short paper. *3<sup>rd</sup> International Conference New Business Models*, Sofia, Bulgaria.

**Stål, H.I.**, (2018) Justification of a controversial practice – the eradication of Down's syndrome. *14<sup>th</sup> New Institutional Workshop*. Bocconi-university, Milan, Italy.

**Stål, H.I.** & Corvellec, H. (2017) Decoupling during emergent rationalization. Full paper. *33<sup>rd</sup> EGOs 2017 Copenhagen*

Corvellec, H. & **Stål, H.I.** (2017) Qualifying infrastructures: Take-back systems in clothing retail. Full paper. *EGOs 2017 Copenhagen*.

**Stål, H.I.** (2017) *Institutional maintenance within the regulative pillar – 77<sup>th</sup> Academy of Management (AOM) Meeting*, Atlanta, USA

**Stål, H.I.** and Corvellec, H. (2017) *Means-ends decoupling during emergent rationalization – new pathways to legitimacy*. 13<sup>th</sup> New Institutionalism in Organization Workshop, Hebrew University, Israel



**Stål, H.I.** (2016) *Product-Service systems for sustainable fashion – evidence from Sweden* – 22<sup>th</sup> International Sustainable Development Research Conference (ISDRC), Lissabon, Portugal.

**Stål, H.I.** (2015) *Climate inertia in industrial policy – an institutional maintenance perspective* – 31<sup>st</sup> EGOs colloquium, Athens, Greece

**Stål, H.I.** (2015) *A business model perspective upon sustainable consumption* – 23<sup>rd</sup> Nordic Academy of Management (NFF), Copenhagen, Denmark.

**Stål, H.I.**, & Bonnedahl, K.J. (2014) *Conceptualizing Strong Sustainable Entrepreneurship*, International Ecopreneurship conference, Umeå, Sweden

**Stål, H.I.** (2014) *Inertia and practice change related to GHG reduction*, 20<sup>th</sup> International Sustainable Development Research Conference (ISDRC), Trondheim, Norway.

**Stål, H.I.**, Bonnedahl, K.J. & Eriksson, J. (2013) *Translating GHG reduction – case study from the Swedish agricultural sector* – International Sustainable Development Research Conference (ISDRC), Stellenbosch, South Africa.

**Stål, H.I.** (2013) *Is institutional entrepreneurship about business as usual?* – 22<sup>nd</sup> Nordic Academy of Management (NFF), Reykjavik, Iceland.

**Stål, H.I.** (2011) *Institutional entrepreneurship and eco-innovation in agricultural production*, 56<sup>th</sup> International Conference Small Business (ICSB), Stockholm, Sweden.

#### **Non peer-reviewed conference papers**

**Stål, H.I.**, & Corvellec, H. (2016) *A decoupling perspective upon Circular Business Model implementation* – Workshop: Embracing the variety of sustainable business models, Vrije Universiteit, Brussel.

**Stål, H.I.** (2012) *Climate counseling – new governance in Swedish agriculture* – 18<sup>th</sup> International Sustainable Development Research Conference, Hull, UK

**Stål, H.I.** (2011) *Institutional entrepreneurship and eco-innovation in agricultural production* – 56<sup>th</sup> International Conference Small Business (ICSB), Stockholm, Sweden.

#### **Research reports (Swe)**

**Stål, H.I.** (2021) *Förändringar i erbjudanden om fosterdiagnostik inriktad mot Down Syndrom - En studie av svenska regioners beslutsfattande*. Rapport Förändringar i erbjudanden om fosterdiagnostik inriktad på Downs syndrom – en studie av svenska landstings och regioners beslutsfattande. Stiftelsen Sävstaholm.

**Stål, H.I.** (2021) *Mobilitetshubbar för Norra Ön – Lärdomar från Tomtebostrand*, Rapport Nästa generations resor och transporter – testbädd Umeå: fas 1. Umeå kommun och VINNOVA.

Isberg, S., Bengtsson, M., & **Stål, H.I.** (2018) *Tre månader utan bil. Rapport Den Koldioxidsnåla Platsen*, Umeå kommun m fl. Handelshögskolan vid Umeå Universitet.

**Stål, H.I.** (2015) Socialt entreprenörskap som samverkansform – en litteraturoversyn. *Rapport DARE-programmet*, Umeå universitet

**Stål, H.I.** and Tillegård, J. (2004) *Sotiga bjässar som går lös på sina funderingar med väldiga släggor*, Master Thesis, 30 ECTS, Stockholm School of Economics

#### **Non-academic publications (Swe)**

**Stål., H.I.** (2017) Sluta jaga foster med Downs Syndrom. *DN Åsikt*. 2017-09-05.

**Stål., H.I.** (2017) Det är en fördom att Downs Syndrom är en allvarlig sjukdom. *DN Åsikt*. 2017-09-12.

Bonnedahl, Jansson, **Stål** (2015) Replik – Kan det vara effektivt att rädda planeten? *Västerbottenskuriren*, 2015-11-24

Bonnedahl, Jansson, Lindberg, **Stål** (2015) Klimatfrågan är mer än effektivisering. *Västerbottenkuriren*, 2015-11-16

**Stål, H.I.** (2014) Effektivisering inte lösning på klimatfrågan. *ATL – Lantbrukets affärstidning*, 2014-06-24

#### **Invited speaker (etc.)**

Naturvårdsverket och Kemikalieinspektionen, Textildialogen, *Cirkulära affärsmodeller – från projekt till mainstream*. Corvellec, H., Stål., H.I., 2021-12-02

Plangruppen Norra Ön, *Mobilitetshubbar i planeringen – lärdomar från Tomtebostrand*, 2021-02-12

Umea Fashion and Design Week, invited speaker, *Problems with fashion*. MVG Shopping Mall, Umea, 2019-09-27.

Omställningskonferens [Transition Network's Conference] *Business beyond growth*. Moderator, Teg Parish Center, Umea, 2019-09-22.

Sustainable Fashion Research Agenda Conference, short keynote, Copenhagen Business School, 2019-05-13.

CradleNet Norr, ESAM, Umeå. *Cirkulära affärsmodeller*. 2018-03-09

Projektet ”Den koldioxidstålen platsen”, Umeå kommun, Sliperiet. *Nya affärsmodeller för solet*. 2018-02-08

International symposium: Fashion Aesthetics/Fashion Ethics, Stockholm University. *Fashion as a contested practice – circular economy emergence in Sweden*. 2017-12-17.

Hållbarhetsdagen, USBE, Umeå universitet, *Affärsmodeller och hållbarhet*, keynote, 2017-10-12

Scandinavian Consortium for Organizational Research at Stanford (2016) *A Decoupling perspective upon Circular Business Model implementation*. 2016-10-31

Scandinavian Consortium for Organizational Research at Stanford (2016) *Institutional maintenance within the regulative pillar* 2016-11-11

Borås högskola/Re:textile (2016) *Evidencing the materiality of PSS with the waste hierarchy model*. 2016-05-11

Umeå kommun/Naturvårdsverket (2015) *Nationellt seminarium om hållbara livsstilar*. 2015-03-18

Department of Geography and Economic History, Umea university (2015) *Transition to a greener capitalism – historical and contemporary perspectives*. 2015-05-21

Foreign Policy Association, Umea (2015) *Consumer power*. 2015-05-25

Morgontalare, Social företagande (2015) *Socialt och miljöinriktat entreprenörskap*. 2015-11-11

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