



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Martin Öberg

Department of Business Administration  
Marketing  
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### Academic degrees

2016	Ph.D., När handelsplatser växer fram - Vägen och tiden, University of Gothenburg
2000	Econ Licensiate, Om förhållningssätt till förändring, University of Gothenburg
1982	Bachelor, Säljutbildning - val och konsekvenser, University of Gothenburg

### Main research fields:

Marketing, Retailing, Town centre management/shopping centre management, City planning, Regional market development

### Main teaching fields:

Marketing, Retailing, Logistics, Business administration

## Academic experience

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### International research projects:

2016 - 2016	TESS - Temperature sensitive goods and transport throughout Europe, KTH, Austria and Schwitserland
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### Arranging conference, symposium, seminar or workshop:

2001	Structural (r)Evolution in Retailing, 2001-10-01
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### Pedagogical training:

1985	Pedagogisk grundkurs
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### Pedagogical projects and development:

Continous - marketing course development

### Teaching in executive education or other professional settings:

2013 -	Professional uddates city development, UCM
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## Other experience

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### Experience outside of academia within field:

2016 - 2016	Consultancy, RA Research AB
2016 - 2016	VP and Consultancy, Nordplan AB
2016 - 2016	Consultancy, ZÖK AB
2016 - 2016	Chairman, Sjöormens framtid, föräldrakooperativ förskola
2016 - 2016	member of the educational board, Urban centre management
2016 - 2016	member, Konkurrensrådet västra götalandregionen
2016 - 2016	member, YH Ledningsgrupp
2016 - 2016	member, BRG Handelsråd
2016 - 2016	member, Göteborg Godsnätverk
2016 - 2016	member, Göteborgsregionens handelsstrategi

### Participation in media:

2013	Debattartiklar
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## Publications

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### Licentiate thesis

Öberg, Martin (2000) *Att tro eller tvivla: om förhållningssätt till förändringar i den offentliga sektorn*. Lic. thesis, Göteborg: University of Gothenburg.

### Conference paper

Öberg, Martin (2014) Retailing and market accessibility. *The 4th Nordic Retail and Wholesale Conference. Stockholm November 5-6 November, 2014.*

Öberg, Martin (2009) Trends in Retailing – An Outlook of Retail Cross Border Development out of a Scandinavian Perspective. *The Ninth Annual International Business Research Conference, February 13-14 2009, University of North Florida, Jacksonville.*

### Report

Öberg, Martin, Flodén, Jonas (2012) *The organisational framework for intermodal temperature sensitive shipments*. Göteborg: Intermodal solutions for Trans-European temperature sensitive shipments, TESS, WP6.

### Editorial collection

Öberg, Martin, Ossiansson, Eva (ed.) (2008) *Om konsten att utveckla attraktiva stadskärnor - Stadskärnehandbok för morgondagen*. Fastighetsägarna Svergie AB.

### Other publication

Öberg, Martin (2016) När handelsplatser växer fram - Vägen och tiden. .