

CV Niklas Sörum

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Academic Degrees and Appointments

2008 Ph. D European Ethnology, University of Gothenburg
2003 M.A. European Ethnology, University of Gothenburg
2001 B.A. European Ethnology, University of Gothenburg

Present Positions

2008- *Senior Researcher (Projects)*, Centre for Consumer Research, School of Business, Economics, and Law, University of Gothenburg
2021- *Director* at Centre for Consumer Research, School of Business, Economics, and Law, University of Gothenburg
2016- *Senior Lecturer*, at the Department of Business Administration (Marketing), University of Borås

Research projects and grants

On-going projects

2021 (Jan) - 2022 (Jan) Researcher in *The role of digital consumer data in contemporary consumer culture: political, ethical and commercial implications* - research grant funded by Bromanska stiftelsen för forskning och företagande (project leader Niklas Sörum) 284 000 Skr
2021 (Jan) - 2022 (Dec) Researcher in *Consuming digital data: commercial, productive and critical implications* - research grant funded by Sparbanksstifelsen (project leader Niklas Sörum) 450 000 kronor
2021 (Jan) - 2022 (Jan) Researcher in *Alternative Food Markets: Promoting new modes of food provisioning and consumption* Funded by FORMAS (PI Prof. Christian Fuentes) 3 million SEK

Completed projects

2019 – 2020 Researcher in Sharing City Sweden (Project Leader: Ass. Prof. Anders Sandoff, School of Business, Economics and Law, University of Gothenburg), funded by Vinnova. 1 500 000 Skr
2017 – 2019 Researcher in the Culture hub: Culture and Cultural Heritage for Sustainable Cities (Co-project leader: Ph D Niklas Sörum), funded by Mistra Urban Futures and University of Gothenburg
2014 – 2019 Researcher in Re-heritage: circulation and marketization of things with history. Framework research grant funded by the Swedish research council (Project Leader: Ass Prof Anna Bohlin, Global Studies, University of Gothenburg) 12 200 000 Skr
2013 – 2018 Researcher in *Digcon: Digitalization of Consumer Culture* – Framework grant funded by the Swedish Research Council (Project Leader: Ass. Prof Magdalena Pettersson-MacIntyre) 19 800 000 Skr
2015 – 2017 Researcher in *Chime: Cultural Heritage in Musical Festivals*. JPI grant, Swedish part funded by Riksantikvarieämbetet (project leader: Prof Tony Whyton) 7 200 000 Skr
2010 – 2014 Researcher in the project *Consumer Logistics* – funded by the Swedish research council FORMAS (2010 – 2014) Project Leader: Ph D Daniel Normark 7 200 000 Skr

Main research fields

Consumer Culture and Consumption Research, Digitalization, Sustainable and Ethical Consumption, Collaborative Consumption, Actor-Network Theory

Main teaching fields

Consumer Behavior, Digitalization of consumption and retail

Reviewer assignments

- 2018 RIG – kulturhistorisk tidskrift
- 2018 - Journal of Cultural Economy (appointed editor Special Issue on digitalizing consumption)
- 2018 - Journal of Business Ethics
- 2018 - Convergence: The International Journal of Research into New Media Technologies
- 2015 European Journal of Marketing
- 2014 Consumption, Markets and Culture (appointed editor Special Issue on digitalizing consumer culture)
- 2014 Konsumtionsrapporten 2014 (appointed editor)

PEDAGOGICAL QUALIFICATIONS

Training in Higher Education

2015 - *Teaching and Learning in Higher Education 1: Basic Course*, 5 higher education credits (Behörighetsgivande högskolepedagogik 1: Baskurs, 5 hp, HPE101) Second Cycle, which is the first out of three Higher Education courses that include all levels of teaching and supervising. University of Gothenburg

2016 - *Teaching and Learning in Higher Education 2*: 5 higher education credits (Behörighetsgivande högskolepedagogik 2: Områdesspecifik pedagogik, 5 hp, HPE102), Second Cycle, which is the second out of three Higher Education courses that include all levels of teaching and supervising. University of Gothenburg, PIL unit.

2017 - *Teaching and Learning in Higher Education 3*: 5 higher education credits (Behörighetsgivande högskolepedagogik 1: Självständigt arbete, 5 hp, HPE103) Second Cycle, which is the third out of three Higher Education courses that include all levels of teaching and supervising. University of Gothenburg, PIL unit.

OUTREACH AND RESEARCH COMMUNICATION

Talks and other

2019 Blogg kommunikation: <https://digitalkonsumtion.com> (20190203)

2019 Digcon: digitalisering av konsumtionskulturen (Popularised scientific report).

2019 AI och hållbarhetsmålen. Workshop om Handelshögskolan och de globala målen, 24 januari

2019. Workshop / samtalsledare.

2018 The role of Cultural Impact Assessment tools for realizing just cities. Roundtable session discussion at the Mistra Urban Cities Conference in Cape Town, South Africa, part of the Cultural Hub project and GOLIP.

2018 Secondhandmarknader, atmosfär och urban konsumtionskultur. Presentation för Handelsrådet (CFR, HUI) 20180918

2018 Invited speaker at the GRI board meeting presentation of the research program Digcon and results: from digitalization to algorithmization of consumer culture, financed by The Swedish Scientific council

2017 Workshop organizer: Digitalization of consumer culture International research workshop 2017 05 20-21

2017 Speaker at Göteborgs Stadsmuseum: Kulturens roll i den hållbara staden 2017 05 10

2017 Speaker at Göteborgs Stadsmuseum: Kulturens roll i den hållbara staden 2017 05 31

2013 Speaker at Donators' Day at University of Gothenburg, presentation of the research program Digcon: digitalization of consumer culture, financed by The Swedish Scientific council (5/9 2013)

2013 Speaker at Landskapsforum 2013, Dynamik, Dialog och Delaktighet – för att utveckla stadens landskap. Formas, Riksantikvarieämbetet, Boverket och Arkitektur- och Designcentrum, Stockholm.
2013 Invited teacher/speaker at the research seminar for the Design and Human Factors department at Chalmers, 31/5 2013

2013 Invited speaker at the GRI board meeting presentation of the research program Digcon: digitalization of consumer culture, financed by The Swedish Scientific council

Commissioned Research and Outside Expert

2014 Researcher/outside expert "Handel mellan privatpersoner – en förstudie", research overview, Maria Fuentes, Niklas Hansson, Ulrika Holmberg financed by Konsumentverket (KV), Swedish Consumer Agency

2013 Researcher/outside expert "Urban Cultures: The case of Kommersen Flea Market – a follow up study" financed by Stadsdelsnämnden, SBK Göteborg 20131101 – 20140131 (50%)

2013 Swedish Consumer Agency 20131101 – 20140131 (25%)