



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Niklas Sörum

Department of Gothenburg Research Institute
Centre for Consumer Science
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Academic degrees

2008 Ph.D., Ethnology, University of Gothenburg

Positions within academia:

2017 - (Ph D) Doctorates' representative (Member of Department Board),
Department of Ethnology, University of Gothenburg
2016 - Senior lecturer (lektor), Department of marketing, University College
of Borås
2016 - 2016 Lecturer (adjunkt), Department of Food and Nutrition, and Sport
Science, University of Gothenburg
2014 - 2016 Lecturer (adjunkt), Department of Cultural Sciences, University of
Gothenburg
2010 - 2011 Researcher, Department of Social Sciences, Södertörns Högskola

Main research fields:

Consumer Research, Digitalization of Consumer Culture, Sustainable and Ethical
Consumption, Secondhand markets, consumption and cultures, Collaborative Consumption

Main teaching fields:

Ethical consumption

Academic experience

International research projects:

- 2017 - Consumer Logistics, Franck Cochoy, Professeur des Université Toulouse II samt gästprofessor vid Handelshögskolan, Göteborgs universitet
Michèle Lalanne Professeur des Universités, Sociologue chez Université Jean-François Champollion d'Albi Cedric Calvignac, dr sociologi, Toulouse II University Roland Canu, docent sociologi, Toulouse II University Florence Brachet Champsaur, doktorand historia, Ecole de Hautes Etudes en Sciences Sociales, Paris
- 2017 - Digicon - Digitalisation of Consumer Culture, Franck Cochoy, Université Toulouse II samt gästprofessor vid Handelshögskolan, Göteborgs universitet Magdalena Petersson McIntyre (projektledare), CFK, GU Lena Hansson, CFK, GU Johan Hagberg, Centre for retailing, GU Hans Kjellberg, Handelshögskolan i Stockholm
- 2017 - Re-Heritage: circulation and marketization of things with history, Nicky Gregson, University of Durham Mike Crang, University of Durham Anna Bohlin, projektledare, Institutionen för Globala studier Staffan Appelgren, Institutionen för Globala studier Ingrid Martins Holmberg, Institutionen för kulturvård Anneli Palmsköld, Institutionen för kulturvård Helene Brembeck, Centrum för Konsumtionsvetenskap
- 2015 - 2016 CHIME - Cultural Heritage in European Music Festivals, Nicholas Gebhardt, Birmingham City University, UK George McKay, University of East Anglia, UK Walter van de Leur, University of Amsterdam Tony Whyton, Birmingham City University Marline Lisette Wilders, University of Amsterdam

Reviewer assignments:

journal of consumption, markets and culture, european journal of marketing

Pedagogical training:

- 2019 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. 2019 -Handledning i forskarutbildning, 5 hp, HPE201
- 2017 Teaching and Learning in Higher Education 3: 5 higher education credits (Behörighetsgivande högskolepedagogik 1: Självständigt arbete, 5 hp, HPE103)
- 2016 Teaching and Learning in Higher Education 2: 5 higher education credits (Behörighetsgivande högskolepedagogik 2: Områdesspecifik pedagogik, 5 hp, HPE102)
- 2015 2015 - Teaching and Learning in Higher Education 1: Basic Course, 5 higher education cred-its (Behörighetsgivande högskolepedagogik 1: Baskurs, 5 hp, HPE101)

Other experience

Experience outside of academia within field:

- 2017 - Outside expert/researcher, Konsumentverket
- 2017 - Outside expert/researcher, SP, Technical Research Inst. of Sweden
- 2016 - 2016 UNEP/United Nations Environment
- 2016 - 2016 Stadsbyggnadskontoret
- 2016 - 2016 Stadsdelsnämnden

Writing in journal for practitioners:

Fjärrvärmetidningen

Publications

Journal article (peer-reviewed)

Egels-Zandén, Niklas, Hansson, Niklas (2016) Supply chain transparency as a consumer or corporate tool: The case of Nudie Jeans Co. *Journal of Consumer Policy*, 39:4.

Hansson, Niklas, Brembeck, Helene (2015) Market Hydraulics and Subjectivities in the “Wild”: Circulations of the Flea Market. *Culture Unbound. Journal of Current Cultural Research*, 7:1, p. 91-121.

Hansson, Niklas (2015) “Mobility-things” and consumption: conceptualizing differently mobile families on the move with recent purchases in urban space. *Consumption, markets & culture*, 18:1, p. 72-91.

Hansson, Niklas, Jacobsson, Kerstin (2014) Learning to be affected. *Society and Animals*, 22:3, p. 262-288.

Hansson, Niklas (2013) Konsumenter som bär. Bärkraftigt och bärbart eller (o)hållbart. *Kulturella perspektiv - Svensk etnologisk tidskrift*, 22:3-4, p. 46-53.

Hansson, Niklas, Brembeck, Helene (2012) Consumover Citizens and Sustainability Discourse: Practicing Consumer Agency through Moving with Commodities. *Research in Consumer Behavior*, 14, p. 255-276.

Book

Brembeck, Helene, Hansson, Niklas, Lalanne, Michèle, Vayre, Jean-Sébastien (2015) *Life phases, mobility and consumption. An ethnography of shopping routes*. Ashgate.

Conference paper

Brembeck, Helene, Hansson, Niklas (2014) Marketization of cultural values: using nostalgia as sales pitch. *Association of Critical Heritage Studies second biannual conference, Canberra, ACHS, 2-4th December 2014.*

Brembeck, Helene, Hansson, Niklas (2014) Shopping Routes: life phase, mobility and consumption. *Midterm Conference of the Research Network of Sociology of Consumption (European Sociological Association) ESA, Porto Sept 3-6, 2014 (konferensbidrag).*

Fuentes, Christian, Hansson, Niklas (2014) Green shopping apps as market devices. *www.nrwa.se.*

Brembeck, Helene, Hansson, Niklas (2013) Biking consumers: bags, bikes and sustainability. *International Society for Ethnology and Folklore, SIEF, Conference, Tartu 30 June – 4 July 2013.*

Hansson, Niklas, Brembeck, Helene (2013) Flea markets as drivers of urban culture, commerce and sustainable cities. *International Society for Ethnology and Folklore, SIEF, Conference, Tartu 30 June – 4 July 2013.*

Hansson, Niklas (2013) “Mobility-Things” and Consumer Logistics among Families. *ESA 11th Conference Crisis, Critique and Change, TORINO, 28-31 August 2013 Abstract Book.*

Hansson, Niklas (2013) The Magic of a Local Flea Market: a Case Study of Sustainable Urban Cultural Densification?. *ESA 11th Conference Crisis, Critique and Change, TORINO, 28-31 August 2013 Abstract Book.*

Hansson, Niklas (2012) Adding (moving) parts to an understanding of market attachment: a socio- material analysis of families’ consumer logistics and mundane consumption experiences. *The 3rd Nordic Retail and Wholesale Conference. Lund university School of Economics and Management. November 7-8, 2012.*

Hansson, Niklas, Brembeck, Helene (2012) Consumover citizens and sustainability directives: views ‘from outside’ and “from within” consumers’ own logistics. *Making Sense of Consumption, 2nd Nordic Conference on Consumer Research, May 30 - June 1, 2012 Gothenburg, Sweden.*

Hansson, Niklas, Brembeck, Helene (2012) Consumover Citizens and Sustainability Discourse: Practicing Consumer Agency through Moving With Commodities. *Consumer Culture Theory Conference 2012. Aug 16th- 19th, 2012. Oxford, England.*

Hansson, Niklas (2012) Ethnography of Family Consumption in Motion or To Follow Socio-material Assemblages: adding (moving) parts to an explanation of consumption. *Making Sense of Consumption, 2nd Nordic Conference on Consumer Research, May 30 - June 1, 2012 Gothenburg, Sweden.*

Report

Rydén, Bo, Sandoff, Anders, Williamsson, Jon, Stridsman, Daniel, Hansson, Niklas (2013) *Fjärrvärmens Affärsmodeller: Slutrapport för Fjärrsynprojekt. Fjärrsyn.*

Other publication

Gillberg, Daniel, Brembeck, Helene, Berglund, Ylva, Forsemalm, Joakim (2013) *Urban Cultures: Fallet Kommersen.*