



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Curriculum Vitae Emma Björner

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Academic degrees

2017 Ph.D., Business Administration, Stockholm University
2010 Master, Marketing and Management, Stockholm University
2005 Bachelor, Media and Communication, Jönköping University

Positions within academia:

2019 - Senior lecturer (lektor), The Department of Strategic Communication,
Lund University
2019 - Researcher, Gothenburg Research Institute, The School of Business,
Economics and Law, Gothenburg University
2011 - 2017 Doctoral student, Stockholm Business School, Stockholm University

Main research fields:

Marketing, Place Branding, Cities, Sustainability, Tourism

Main teaching fields:

Marketing, Brand Culture, Sustainability, Tourism, China

Other experience

Experience outside of academia within field:

2018 - Senior Expert, International Organisation for Knowledge Economy and
Enterprise Development (IKED)
2017 - 2019 Sustainability Consultant, Enact Sustainable Strategies
2010 - 2010 VIP Section Officer, Sweden Expo Committee, Shanghai World Expo
2009 - 2010 Market Analyst, ASP Sverige
2008 - 2009 Advertising Production Manager, Kärnhuset
2007 - 2008 China Office Manager, Vantage Svenska AB
2006 - 2007 PR Consultant, H-Line Ogilvy
2006 - 2007 English Teacher, English First (EF)
2005 - 2006 Head of Communication and PR, Jönköping Student Union, Jönköping
University
2004 - 2004 Project Leader and Research Conductor, Husqvarna AB

Publications

Journal article (peer-reviewed)

Ye, Lin, Björner, Emma (2018) Linking city branding to multi-level urban governance in Chinese mega-cities: a case study of Guangzhou. *Cities*, 80, 29-37.

Laurell, Christofer, Björner, Emma (2018) Digital festival engagement: on the interplay between festivals, place brands and social media. *Event Management*, 22, 4.

Sevin, Efe, Björner, Emma (2015) A New China: Media Portrayal of Chinese mega-cities. *Place Branding and Public Diplomacy*, 11, 4.

Björner, Emma (2013) International Positioning through Online City Branding: The Case of Chengdu. *Journal of Place Management and Development*, 6, 3.

Björner, Emma, Berg, PO (2012) Strategic Creation of Experiences at Shanghai World Expo: A Practice of Communication. *International Journal of Event and Festival Management*, 3, 1.

Book

Berg, PO, Björner, Emma (2014) *Branding Chinese Mega-cities: Policies, Practices and Positioning*.

Book chapter

Björner, Emma, Zetterberg, Olle (2019) Stockholm: The tale of the unicorn factory. In *City Transformed, European Investment Bank*.

Björner, Emma (2018) Urban development and branding strategies for emerging global cities in China. In *Ye L. (Ed.) Urbanization and urban governance in China. Governing China in the 21st century, Palgrave Macmillan, New York*.

Björner, Emma (2014) Imagineering Chinese Mega-Cities in the Age of Globalization. In *Berg, PO. and Björner, E. (Eds.), Branding Chinese Mega-Cities: Policies Practices and Positioning, Cheltenham, UK: Edward Elgar..*

Björner, Emma, Berg, PO (2014) Introduction: Setting the Scene. In *Berg, PO. and Björner, E. (Eds.), Branding Chinese Mega-Cities: Policies Practices and Positioning, Cheltenham, UK: Edward Elgar.*

Berg, PO, Björner, Emma (2014) Conclusion: Branding a Different Species of Cities?. In *Berg, PO. and Björner, E. (Eds.), Branding Chinese Mega-Cities: Policies Practices and Positioning, Cheltenham, UK: Edward Elgar..*

Doctoral thesis

Björner, Emma (2017) *Imagineering Place: The Branding of Five Chinese Mega-cities*.

Review

Björner, Emma (2015) Place branding through phases of the image: balancing image and substance. *Place Branding and Public Diplomacy*, 11.