



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Lena Mossberg

Department of Business Administration  
Marketing  
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### Academic degrees

1994                      Ph.D., Business Administration, University of Gothenburg  
1984                      Bachelor, University of Gothenburg

### Positions within academia:

Member of faculty board, member of committee on reseach, School of  
Business and Commercial Law

2007 -                      Professor, Norwegian School of Management, Oslo  
2004 -                      Other, Örebro University  
2009 - 2006              Professor, School of Business in Bodo

### Main research fields:

Marketing and consumer experiences, Services marketing, Culinary tourism, Tourism  
marketing

### Main teaching fields:

Marketing and consumer experiences, Services marketing, Culinary tourism, Tourism  
marketing

## Academic experience

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### Head of research project:

2007 - 2010              Storytelling and destination development

### International research projects:

2008 - 2011              Storytelling in Destination Development, Five researchers from Nordic  
countries

### **Supervision of PhD students:**

2012 - 2014	Eva-Maria Jernsand, Göteborg university (Head supervisor)
2010 - 2014	Ann-Heidi Hansen, University of Nordland, Norway (Co-supervisor)
2008 - 2014	Susanne Poulsson, BI Norwegian School of Management, Oslo Norway (Head supervisor)
2013	Denis Kanza, University of Dar es Salaam
2010 - 2012	Marit Anti, BI Oslo (Head supervisor)
2011	Johan Swahn, Örebro University (Co-supervisor)
2007 - 2011	AnnaKarin Olsson, University of Gothenburg (Head supervisor)

### **Opponent and/or examiner of PhD and licentiate theses:**

2014	Kersti Smörvik, University of Nordland (Member of examining committee)
2011	Maria Fuentes, University of Gothenburg (Member of examining committee)
2011	Anna Fyrberg Yngfalk, Stockholm University (Member of examining committee)
2009	Ritva Höykinpuro, Hanken Helsinki (Opponent)

### **Reviewer assignments:**

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### **Academic assignments:**

Scaninavian Journal of Hospitality and Tourism (Member of editorial board)  
Place Branding (Member of editorial board)  
(Editor)  
(Editor)

### **Awards, distinctions or commissions of trust:**

2014	Odd Nordhaugs minnespris,
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### **International academic experience:**

2015 -	Visit
2015 - 2015	Visits (one week in March and one week in October)
2015 - 2015	Visits (one week in March and one week in October)

### **Other experience**

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#### **Writing in journal for practitioners:**

2014 -	Magma, Norway
2008 -	Magma, Norway

### **Publications**

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### **Journal article (peer-reviewed)**

Kleppe, Ingeborg, Mossberg, Lena, Grønhaug, Kjell (2014) Country images in news media. *Beta. Scandinavian Journal of Business Research*, :1, p. 20-40.

Swahn, Johan, Mossberg, Lena, Öström, Åsa, Gustafsson, Inga-Britt (2012) Sensory description labels for food affect consumer product choice. *European Journal of Marketing*, 46:11/12, p. 1628-1646.

Lundberg, Christine, Mossberg, Lena (2008) Learning by Sharing. *Journal of Foodservice*, 19:1, p. 44-52.

Mossberg, Lena (2008) Extraordinary Experiences through Storytelling. *Scandinavian Journal of Hospitality and Tourism*, 8:3, p. 195-210.

Larsen, Svein, Mossberg, Lena (2007) Tourist Experiences. *Scandinavian Journal of Hospitality and Tourism*, 7:1.

Mossberg, Lena (2007) A Marketing Approach to the Tourist Experience. *Scandinavian Journal of Hospitality and Tourism*, 7:1, p. 59-74.

Gustafsson, Inga-Britt, Öström, Åsa, Johansson, Jesper, Mossberg, Lena (2006) Five Aspects Meal Model - a tool for developing meal services in restaurants. *Journal of Foodservice*, :17, p. 84-93.

Mossberg, Lena, Getz, Donald (2006) Stakeholder Influences on the Ownership and Management of Festival Brands. *Scandinavian Journal of Hospitality and Tourism*, 6:4, p. 308-326.

Tellström, Richard, Gustafsson, Inga-Britt, Mossberg, Lena (2006) Consuming heritage. *Place Branding*, 2:2, p. 130-143.

Hanefors, Monica, Mossberg, Lena (2005) In Search of an Extraordinary Meal Experience. *Articles on Experiences 2 /Mika Kylänen (ed.)*, University of Lapland Press: Rovaniemi, p. 40-53.

Kleppe, Ingeborg, Mossberg, Lena (2005) Country Image: A Reflection of the Significance of the Other. *Advances in Consumer Research*, 32, p. 295-301.

Mossberg, Lena, Kleppe, Ingeborg (2005) Country and Destination Image - Diffusion, Confusion or Similar Image Objects. *The Service Industries Journal*, 25:4, p. 493-503.

Tellström, Richard, Gustafsson, Inga-Britt, Mossberg, Lena (2005) Local food cultures in the Swedish rural economy. *Sociologia Ruralis*, 45:4, p. 346-359.

Mossberg, Lena, Hallberg, Annika (2000) The Presence of a Mega-Event: Effects on Destination Image and Product-Country Images. *The Pacific Tourism Review, special issue on the Olympic Games and other Mega Sport Events in relation to tourism*, 2, p. 213-225.

### **Journal article (other academic)**

Mossberg, Lena (2007) Extraordinära upplevelser genom storytelling. *Magma*, 10:3, p. 72-80.

Kleppe, I., Mossberg, Lena (2004) Familie eller fremmed. *SNF Bulletin*, 1:16, p. 12-17.

## Book

- Mossberg, Lena (2015) *Att skapa upplevelser : från OK till WOW*. Lund: Studentlitteratur.
- Gustafsson, Inga-Britt, Jonsäll, Anette, Mossberg, Lena, Swahn, Johan, Öström, Åsa (2014) *Sensorik och marknadsföring*. Lund: Studentlitteratur..
- Mossberg, Lena, Svensson, Inger (2012) *Boken om logi på landsbygd*. Göteborg: Västsvenska Turistrådet.
- Mossberg, Lena, Sundström, Malin (2011) *Marknadsföringsboken*. Lund: Studentlitteratur.
- Mossberg, Lena, Svensson, I (2009) *Måltid och destinationsutveckling*. Göteborg: Västsvenska Turistrådet.
- Mossberg, Lena, Johansen, E.N. (2008) *Storytelling: Markedsføring i opplevelsesøkonomien*. Oslo: Fagbokforlaget.
- Hanefors, Monica, Mossberg, Lena (2007) *Turisten i opplevelseindustri*. Lund: Studentlitteratur.
- Mossberg, Lena (2007) *Å skape opplevelser*. Oslo: Fagbokforlaget.
- Mossberg, Lena, Johansen, Erik Nissen (2006) *Storytelling - Marknadsføring i opplevelseindustri*. Studentlitteratur: Lund.
- Mossberg, Lena (2003) *Att skapa upplevelser: från O.K. till WOW*. Studentlitteratur: Lund.

## Book chapter

- Eide, Dorthe, Mossberg, Lena (2015) Opplevelsesdesign og innovasjon med vekt på kundeinteraksjoner. In *Innovativ og opplevelsesbasert verdiskaping i reiselivsnaeringen /In Øystein Jensen and Kåre Skallerud (Eds.)*, p. 183-204. Oslo : Cappelen damm AS.
- Mossberg, Lena, Hanefors, M, Hansen, A-H (2014) Guide Performance – Co-created Experiences for Tourist Immersion. In *In N. Prebensen, J. Chen & M. Uysal (Eds.)*, *Creating Experience Value in Tourism*, Wallingford : CABI.
- Ann-Heidi, Hansen, Mossberg, Lena (2013) Consumer immersion: a key to extraordinary experiences. In *Handbook on the Experience Economy// edited by Jon Sundbo, Flemming Sørensen*, p. 209-227. Cheltenham, UK : Edward Elgar Publishing Limited.
- Mossberg, Lena, Getz, Donald (2011) Stakeholder Influences on the Ownership and Management of Festival Brands. In *Festival and Event Management in Nordic Countries*, p. 227-246. New York : Abingdon & New York: Routledge..
- Mossberg, Lena (2007) Å skape oplevelser ved hjælp av storytelling. In ”, *I.J. O. Bærenholdt och J. Sundbo (Eds.)*, *Oplevelsesøkonomi: production, forbrug, kultur*, Fredriksberg Danmark : Samfundslitteratur.
- Mossberg, Lena, Kleppe, Ingeborg (2006) Company versus Country Branding: "Same but different". In *Primary industries facing global markets: The supply chains and market for Norwegian food/Frank Asche (ed.)*, Oslo : Universitetsforlaget.
- Mossberg, Lena (2004) Firmafesten och marknadsföring. In *Måltidskunskap. Culinary Arts and Meal Science, 1 \, Tid för måltidskunskap : En vänbok till Birgitta Ulmander*, p. 267-279. Örebro : Örebro Universitet.

### **Conference paper**

Mossberg, Lena, Hallberg, Annika, Larson, Mia (1996) International Market Effects of the World Championships in Athletics 1995, Göteborg (Gothenburg), Sweden. *Proceedings, 5th Annual Festivals and Events Research Symposium, Orlando, Florida.*

### **Report**

Mossberg, Lena, Therkelsen, A, Huijbens, H.E, Björk, P, Olsson, AK (2011) *Storytelling and Destination Development: Five Nordic Case Stories.*

Mossberg, Lena (2005) *WOW - vilket attraktivt museum.* Riksantikvarieämbetet.

### **Editorial collection**

Armbrecht, John, Lundberg, Erik, Mossberg, Lena (ed.) (2014) *Från Bob Dylan till Way Out West.* Kålleröd: BAS.

Mossberg, Lena, Gustafsson, Inga-Britt (ed.) (2008) *Service på restaurang.* Lund: Studentlitteratur.

### **Other publication**

Jernsand, Eva Maria, Kraff, Helena, Mossberg, Lena (2015) Tourism Experience Innovation Through Design. *Scandinavian Journal of Hospitality and Tourism, 15:1, s. 98.*

Andersson, Tommy, Mossberg, Lena (2014) Interest in food events:some insights from Swedish consumers. *Food and Wine Events in Europe - A stakeholder approach. Edited by Alessio Cavicchi & Cristina Santini, New York : Routledge, s. 201-212.*

Eide, Dorthe, Mossberg, Lena (2013) Towards more intertwined innovation types: innovation through experience design focusing on customer interactions. *Handbook on the experience economy / edited by Jon Sundbo, Flemming Sørensen, Cheltenham, : Edward Elgar Publishing Limited, s. 248-268.*

Olsson, Anna Karin, Therkelsen, Anette, Mossberg, Lena (2013) Making an effort for free – volunteers' roles in destination-based storytelling. *Current Issues in Tourism, Epub ahead of print.*

Nyström, Maria, Hayombe, P.O., Agong, Stephen, Mossberg, Lena (2012) Upscaling Ecotourism in Kisumu City and its Environs : Local Community Perspective. *International journal of business and social research, 2:7.*

Andersson, Tommy, Larson, Mia, Mossberg, Lena (2009) Evenemang - från organiserig till utvärdering.

Andersson, Tommy, Mossberg, Lena (2004) The dining experience. *Food Service Technology, :4, s. 171-177.*